



LIVING DRUG FREE

RED
RIBBON
WEEK
OCTOBER 23-31

REMEMBERING
SPECIAL AGENT
ENRIQUE "KIKI" CAMARENA



RED RIBBON WEEK is the nation's oldest and largest drug prevention awareness program. Red Ribbon Week started after the death of Drug Enforcement Administration (DEA) Special Agent Enrique "Kiki" Camarena, who in 1985 was brutally tortured and murdered by drug traffickers he was investigating in Mexico.

After his death, people started wearing red ribbons to honor Kiki's sacrifice. Today, millions of people celebrate Red Ribbon Week by wearing red ribbons, participating in community anti-drug events, and pledging to live drug-free lives.

HOW CAN I CELEBRATE RED RIBBON WEEK?

INCREASE YOUR KNOWLEDGE. Learn more about the destructive effects of underage alcohol drinking and drug abuse.

TAKE A STAND. Wear a red ribbon to show your intolerance for drug abuse.

SPREAD THE WORD. Encourage everyone you know to adopt healthy, drug-free lifestyles.

JOIN WITH YOUR COMMUNITY TO:

- Sponsor an anti-drug poster and essay contest
- Hand out red ribbons to the community
- Hold a parade or a community awareness event
- Decorate or light up buildings in red
- Promote the value of a drug-free, healthy lifestyle

LEARN MORE:

WWW.GETSMARTABOUTDRUGS.COM

DEA's drug prevention and education resource for parents and caregivers.

WWW.JUSTTHINKTWICE.COM

DEA's Web site for teens.

